

## REGISTRATION BROCHURE

Early Registration deadline is Thursday,  
September 6, 2007

# Cardiovascular Health 2007:

# Taking Michigan's



# pulse



**Thursday, September 20, 2007**

Four Points Sheraton Hotel  
Ann Arbor, MI

Presented by:

**The Michigan  
Department of  
Community Health**

With support from:

**Pfizer, Inc.**

**Novartis Pharmaceuticals**

**American Heart Association of Michigan—Greater Midwest Affiliate**

**Reliant Pharmaceuticals**

**Sanofi-Aventis Pharmaceuticals**

**Boehringer-Ingelheim Pharmaceuticals**

**The National Kidney Foundation of Michigan**

*Michigan Department  
of Community Health*



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*While cardiovascular disease continues to be one of Michigan's top health care issues, there has been great progress in treatment and initiatives to reduce this burden. This timely conference will help participants:*

- Identify new cardiovascular disease (CVD) treatments and community initiatives, including opportunities for community partnerships;
- Describe best practices in CVD prevention and treatment; and
- Explore strategies for improvements in CVD care.

*In addition to four dynamic plenary sessions and an opportunity to network with colleagues and a wide variety of sponsors and exhibitors, there will be 12 workshops in three tracks: Clinical, Emerging Issues and Community.*

### Who Should Attend?

- Administrators
- Clinicians
- Dietitians
- Employers and benefit managers
- Health educators
- Medical assistants
- Nurses and nurse practitioners
- Pharmacists
- Physicians
- Physician assistants
- Professional associations
- Public health

### Conference Location

Four Points Sheraton Hotel  
3200 Boardwalk  
Ann Arbor, Michigan 48108  
734-996-0600  
[www.fourpointsannarbor.com](http://www.fourpointsannarbor.com)

The conference will take place at the beautiful and convenient Four Points Sheraton Hotel in Ann Arbor, Michigan, located at the State Street exit off I-94 (across from Briarwood Mall). A block of guest rooms has been reserved for the night of September 19, 2007, at the conference rate of \$84, plus tax. Reservations can be made via telephone at 800-325-3535 or 800-848-2770. Please reference the Michigan Department of Community Health Conference to receive the conference rate.

### Registration Information

#### EARLY REGISTRATION FEE:

**\$95 per person**

Registration form must be received by Thursday, September 6; payment may follow.

#### FULL REGISTRATION FEE:

**\$125 per person**

For all registrations received after September 6, including on-site.

#### PAYMENT METHODS:

- Check or money order made payable to: Healthy Communities
- VISA
- Mastercard

### Cancellation Policy

- Full refunds, less a \$10 processing fee, are available until Wednesday, September 12 only.
- A written notice of cancellation must be received by September 12, either by fax (517-663-5245) or e-mail ([DMSdiane@concentric.net](mailto:DMSdiane@concentric.net)).
- If you do not cancel by September 12 and/or do not attend the conference, payment in full is still required.

### NEED MORE INFORMATION?

For more information on the conference, including continuing education credits, please contact Diane Drago at [DMSdiane@concentric.net](mailto:DMSdiane@concentric.net) or 517-663-5147.

For conference brochure and updates, check the MDCH Cardiovascular Health, Nutrition and Physical Activity website at [www.michigan.gov/cvh](http://www.michigan.gov/cvh).

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## Conference Agenda

**7:30 a.m.**

**Registration opens  
Healthy Continental Breakfast  
with Exhibitors**

**8:30 a.m.**

**Welcome and Opening Remarks  
How is Michigan's Pulse?**

**8:40 a.m.**

**Improving Michigan's Cardiovascular  
Health: Lessons Learned from  
Tobacco**

This presentation will address tobacco policy efforts in prevention and control, lessons learned from tobacco policy efforts, and the application of lessons learned to CVD prevention and control.

*Ronald M. Davis, MD*, President-Elect, American Medical Association and Director, Center for Health Promotion and Disease Prevention, Henry Ford Health System, Detroit

**9:05 a.m.**

**New Childhood Obesity Guidelines**

This presentation will focus on the "2007 Recommendations of the Expert Committee on the Assessment, Prevention and Treatment of Child and Adolescent Overweight and Obesity," and discuss implementation challenges.

*Ken Resnicow, PhD*, Professor, University of Michigan, Health Behavior & Health Education, School of Public Health, Ann Arbor

**9:30 a.m.**

**Disparities in Cardiovascular  
Health Care**

This presentation will address the disparities that exist in cardiovascular health care and the underlying factors that influence disparities in the system such as poverty, access to care, stress and racism.

*Khan Nedd, MD*, President, Hospitalists of West Michigan, Grand Rapids

**9:55 a.m.**

**Q and A with the Speakers**

Participants will have the opportunity to ask questions of Ron Davis, Ken Resnicow and Khan Nedd about their presentations during a lively Q and A session.

**10:15 a.m.**

**Break in the Exhibit Area**

**10:30 a.m.**

**Concurrent Workshops: Group A**

**CLINICAL TRACK:**

**A-1: Improving Stroke Care**

***Using Mapping Techniques to Improve Stroke Care***

This presentation will include an overview of Geographic Information Systems (GIS) and its application in public health and stroke.

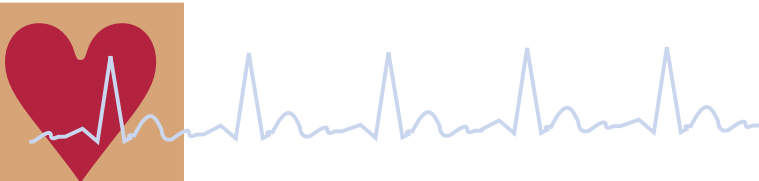
*Anna Kate Sokol*, Senior Geographic Information Systems (GIS) Specialist, City of South Bend, South Bend, IN

***Telemedicine and Acute Stroke Care***

This presentation will demonstrate the use of telemedicine to improve access and treatment for acute stroke.

*Robert Fisher, RN, MBA*, Administrative Director, Business Line Development, St. Joseph Mercy Oakland, Pontiac

*Connie Parliament, RN, MSN, CNRN*, Clinical Program Director of Neuroscience Services, St. Joseph Mercy Oakland, Pontiac





## EMERGING ISSUES TRACK:

### A-2: Early Identification of CVD Risk

#### *What's Your Risk? Family History and Genetics*

This presentation will include an overview of how family history and genetics can influence CVD risk and discuss incorporating it into practice.

*Julie Zenger-Hain, PhD, FACMG*, Director, Clinical Cytogenetics, Oakwood Healthcare System, Dearborn

#### *American Heart Association/American College of Cardiology Guidelines and Management of Peripheral Artery Disease (PAD)*

This presentation will provide an overview of Peripheral Arterial Disease (PAD) and the American Heart Association/American College of Cardiology PAD Guidelines.

*Robert Ross, PA-C*, Affiliate Professor, University of Detroit-Mercy Physician Assistant Program, Detroit

## COMMUNITY TRACK:

### A-3: Educating Individuals to Improve Health

#### *Principles of Chronic Disease Self-Management*

This presentation will introduce the chronic care model and discuss how it has been used to improve self-management in a variety of chronic diseases, including cardiovascular disease.

*Christi Downing, MSW*, Heart Disease and Stroke Unit, Michigan Department of Community Health, Lansing

#### *Sharing Successes: Preparing Congregations for Cardiovascular Emergencies*

This presentation will provide an example of a faith-based project, including a social marketing awareness campaign and providing several churches with AED units, training on their use and basic CPR courses.

*Stephanie Halfmann, MS, RD*, Community Health Consultant, Michigan Public Health Institute, Okemos

**11:10 a.m.**

## Break and move to next workshops

**11:20 a.m.**

## Concurrent Workshops: Group B

## CLINICAL TRACK:

### B-4: Evidence-Based CVD Practice Improvement

#### *Improving Medication Adherence to Reduce Cardiovascular Events*

This presentation will provide an overview of an evidence-based medication adherence system to reduce cardiovascular events. The system includes physician reminders and flagging systems to ensure medications are reviewed and reported.

*Robert Van Eck, RN, BSN, MPA*, Associate Vice President Clinical Quality Improvement, Priority Health, Grand Rapids

#### *National Quality Improvement Model to Improve Stroke and Heart Failure Care—GWTG*

This presentation will provide an overview of the national “Get with the Guidelines” program for improved quality of hospital care for heart failure and stroke patients.

*Stacey Stoeckle-Roberts, RN, MS, CPHQ*, Director of Quality Improvement Initiatives, American Heart Association-Greater Midwest Affiliate-Michigan

## EMERGING ISSUES TRACK:

### B-5: Screening and Counseling for CVD Risk

#### *Using the 8 Points Method*

This presentation will focus on a method using published and recognized measures for CVD risk to assess a population and develop a counseling system.

*Tom Peterson, MD*, Medical Director, Quality and Healthier Communities, Spectrum Health and Helen DeVos Children's Hospitals, Grand Rapids

## COMMUNITY TRACK:

### B-6: Working Out of the Box

#### *Assessing Community Need and Leading Change*

This presentation will address the implementation of creative programs that are successfully improving the nutritional status of their communities by providing fresh foods and teaching how to move away from processed and refined foods.

*Lily Guzman*, Health Educator  
Washtenaw County Public Health, Ypsilanti

*Jenna Bacolor*, Health Promotion Disease  
Prevention Supervisor, Washtenaw County Public  
Health, Ypsilanti

*Katie Olender*, Food Systems Project Coordinator,  
Northwest Initiative, Lansing

**12:00 Noon**

### **Lunch and Visit with Exhibitors**

**1:00 p.m.**

### **Concurrent Workshops: Group C**

## CLINICAL TRACK:

### C-7: Hypertension Control

#### *New Hypertension Guidelines for African-Americans*

This presentation will address the new hypertension guidelines for African-Americans and factors linked to treatment resistance and control.

*John M. Flack, MD, MPH*, Professor of Medicine and  
Interim Chair, Department of Internal Medicine  
Wayne State University, Detroit

#### *Hypertension: Cardiovascular Consequences*

This presentation will provide an overview of hypertension, end organ damage and consequences.

*Silas P. Norman, MD*, Assistant Professor of Medicine,  
Kidney and Pancreas Transplantation, University of  
Michigan Medical Center, Ann Arbor

## EMERGING ISSUES TRACK:

### C-8: Women and Cardiovascular Disease

#### *2007 American Heart Association Guidelines for Women and CVD*

This presentation will cover the “2007 American Heart Association Guidelines for Women and CVD” and their application.

*Pamela Marcovitz, MD, FACC*, Medical Director, Ministrelli  
Women’s Heart Center, William Beaumont Hospital, Royal  
Oak, and President of Detroit Regional AHA

## COMMUNITY TRACK:

### C-9: Worksite Wellness Lessons Learned

#### *The Evolution of Worksite Wellness Programs*

This presentation will describe the evolution of worksite wellness programs, cost/benefit and some worksite projects in Michigan.

*Elaine Schnueringer*, Client Services and Business  
Operations, University of Michigan Health Management  
Research, Ann Arbor

#### *Best Practices in the Workplace*

This presentation will discuss successful case studies in best practices to improve worksite culture and environment to support wellness.

*Ken Holtyn*, President, Holtyn Associates, Kalamazoo

**1:40 p.m.**

### **Break with Exhibitors**

**2:00 p.m.**

### **Concurrent Workshops: Group D**

## CLINICAL TRACK:

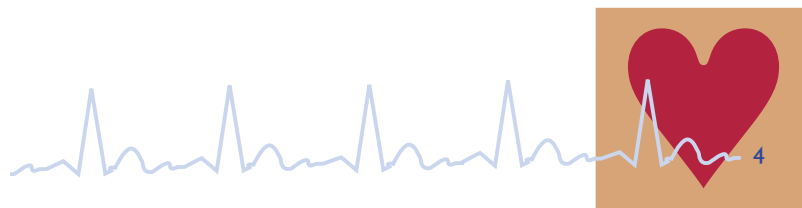
### D-10: State-of-the-Art Imaging Technology in CVD

#### *Using Magnetic Resonance Imaging (MRI) and Computed Tomography Imaging (CT Scan): New Opportunities*

This presentation will provide an overview of MRI and CT and their application for early identification and treatment of cardiovascular disease.

*Benoit Desjardins, MD, PhD*, Assistant Professor and  
Director, CVMRCT Laboratory, Department of Radiology  
University of Michigan Medical Center, Ann Arbor

Michigan's







## EMERGING ISSUES TRACK:

### D-11: On the Horizon

#### **Michigan's Door-to-Balloon Initiative**

This presentation will provide an overview of the Door-to-Balloon national initiative, its partners, strategies and accomplishments.

**Cecelia Kucyk Montoye, RN, MSN, CPHQ**, Quality Specialist, Michigan Heart and Vascular Institute, St. Joseph Mercy Hospital, Ann Arbor

**Stuart Winston, DO, FACC**, President, Michigan Chapter American College of Cardiology and Medical Director, Michigan Heart & Vascular Institute, St. Joseph Mercy Hospital, Ann Arbor

**Eva Kline-Rogers, MSN, RN, NP**, Manager, MCDRRP University of Michigan, Ann Arbor

#### **The Future of Cardiovascular Disease: Implications from Recent Research Studies**

This presentation will discuss the future of cardiovascular health, focusing on how far we have come in treatment and reducing atherosclerotic cardiovascular disease, key epidemiological research and the obesity epidemic impact.

**James J. Maciejko, PhD, FACC**, Director, Preventive Cardiology Program, St. John Hospital and Medical Center, Detroit

## COMMUNITY TRACK:

### D-12: CVH Advocacy and Legislation

#### **CVH Advocacy**

This presentation will address the role of policy in public health and the importance of advocacy and effectively communicating CVD issues with policymakers.

**Katherine Knoll**, Senior Director of Advocacy, American Heart Association, Okemos

#### **Coalition of Hospitals Go Smoke-Free: Successful Policy Change**

This panel will share their organization's experience in applying a smoke-free policy in the healthcare setting.

**Bill Rietscha**, Vice President, Facilities, Spectrum Health, Grand Rapids

**Tom Karel**, Vice President of Organization and Talent Effectiveness, Saint Mary's Health Care, Grand Rapids

**2:40 p.m.**

**Break and move to closing session**

**2:45 p.m.**

#### **Closing Keynote: Preventing Initial and Recurrent Cardiovascular Events: Research-Based Interventions**

This inspirational presentation of proven interventions and motivational messages will ignite the audience into incorporating needed behavioral change to reduce CVD risk. The talk will focus on contemporary lifestyle interventions such as diet and physical activity, and medications (e.g., cholesterol-lowering statins, aspirin) that can lower the risk of initial and recurrent cardiac events.

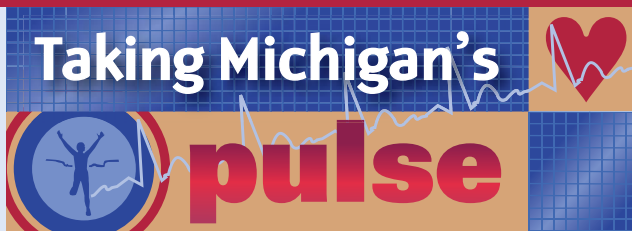
**Barry A. Franklin, PhD**, Director, Cardiac Rehabilitation and Exercise Laboratories, William Beaumont Hospital, Royal Oak

**3:15 p.m.**

#### **Closing Remarks and Must-Be-Present-To-Win Drawing**



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## Registration Form

### REGISTRATION INSTRUCTIONS

1. Type or print clearly.
2. To ensure the early registration rate of \$95, this form must be received by **September 6**. Payment may follow in the mail. Registration forms received after September 6 will be subject to the full registration fee of \$125.
3. Return this form by mail or fax to:  
**CARDIOVASCULAR HEALTH 2007**  
**c/o Diversified Management Services**  
**620 Hall Street Eaton Rapids, MI 48827 FAX: 517-663-5245**
4. A confirmation will be sent via e-mail.

NAME

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

TELEPHONE

FAX

E-MAIL

### PAYMENT INSTRUCTIONS

1. Payment must be made by check, money order, VISA or Mastercard.
2. **Make your check or money order payable to: Healthy Communities.**
3. The federal tax identification number is 38-3306727.

### PAYMENT INFORMATION

Check the appropriate information.

#### Payment Rate

- ☐ Early registration rate: \$95 (by September 6)
- ☐ Full registration rate: \$125 (after September 6)
- ☐ Speaker —no charge.
- ☐ Conference Planning Committee Member—no charge
- ☐ Sponsor using complimentary registration (one per \$1,000 contribution)
- ☐ Exhibit staff not attending conference sessions or lunch—no charge (**NOTE:** Exhibit staff attending sessions and lunch pay the conference rate of \$95 per person.)

#### Payment Method

- ☐ Check # \_\_\_\_\_ is enclosed.
- ☐ Credit card payment ☐ VISA ☐ Mastercard

NAME ON CARD

CREDIT CARD NUMBER

EXPIRATION DATE

- ☐ Please invoice me. (Payment **MUST** be received by the conference date.)

### ADDITIONAL INFORMATION

Please complete **ALL** the following information.

#### Luncheon Selection:

- ☐ Chicken ☐ Fish ☐ Vegetarian

#### Workshop Information:

Please indicate the session number of the four workshops you plan to attend:

- ☐ 10:30 a.m.: Session # \_\_\_\_\_
- ☐ 11:20 a.m.: Session # \_\_\_\_\_
- ☐ 1:00 p.m.: Session # \_\_\_\_\_
- ☐ 2:00 p.m.: Session # \_\_\_\_\_

- ☐ I have the following physical requirements:

\_\_\_\_\_

- ☐ I have the following dietary restrictions:

\_\_\_\_\_

- ☐ You **MAY** include my name and address as it appears on this registration form in the conference program.
- ☐ I do **NOT** wish to have my name included in the conference program.
- ☐ Send me information on sponsorship and exhibitor opportunities to help support the conference.

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**Boehringer-Ingelheim Pharmaceuticals**

**The National Kidney Foundation of Michigan**

*The Michigan Department of Community Health appreciates the efforts and ongoing support of the following Conference Planning Committee members in the development of the conference:*

**Susan Hickenbottom, MD**, St. Joseph Mercy Hospital, Conference Chair

**Alice Betz**, Michigan Chapter American College of Cardiology

**Rey Bouknight II, BA, MPH**, Michigan Department of Community Health

**Sandra Chase, BS, PharmD, FMPA**, Spectrum Health

**Christi Downing, MSW**, Michigan Department of Community Health

**Diane Drago**, Diversified Management Services

**Debra Duquette, MS, CGC**, Michigan Department of Community Health

**Sherry Fent**, Diversified Management Services

**Diane Golzynski, PhD, RD**, Michigan Department of Community Health

**Pamela Gray, MSN, CFNP**, Beaumont Hospital

**Patricia Heiler, MPH**, National Kidney Foundation of Michigan

**Rochelle Hurst, MA, BSN**, Michigan Department of Community Health

**Diane Levine, MD**, Wayne State University

**Karah Mantinan, MPH, RD**, Michigan Department of Community Health

**Khan Nedd, MD**, Hospitalists of West Michigan

**Tom Peterson, MD**, Spectrum Health

**Sarah Poole**, American Heart Association-Greater Midwest Affiliate

**Robert Ross, PA-C**, University of Detroit-Mercy

**Stacey Stoeckle-Roberts, RN, MS, CPHQ**, American Heart Association-Greater Midwest Affiliate

**Phillip Scott, MD**, University of Michigan

**Brian Silver, MD**, Henry Ford Health System

**Linda Smith-Wheelock, ACSW, MBA**, National Kidney Foundation of Michigan

**Kimberly Sutter, MSN, RN, CNA-BC**, Michigan Department of Community Health

**Velma Theisen, MSN, RN**, Michigan Department of Community Health

**Diane Whiton, MSN, RN**, Michigan Department of Community Health

**Eileen Worden, BSN, RN**, Michigan Department of Community Health